

# International hair fashion magazine publishes autumn appeal

The world's leading hair fashion magazine, ESTETICA, is inspiring hairstylists, beauty devotees and fashionista alike. As the second edition hits the shelves, ESTETICA South Africa gives impetus to a growing celebration of the hair and beauty market, by providing both the professional and consumer market with a cosmopolitan mix of local and international content and inspiration.

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ESTETICA South Africa publishes their second edition of 2008 for the autumn season. This edition supersedes the summer launch issue, packed with exciting features showcasing global salon design trends, an exposé of diva inspiration through the years including Audrey Hepburn, Grace Kelly, and Rita Hayworth; international trends that are revealed by collections like 'power chic' and 'coquette', as well as the lavish pages of exquisite hair and fashion haute couture from around the world.

Founded in Turin, Italy over 60 years ago, ESTETICA has grown to become the leader in the hair fashion industry and is now published in 23 countries and distributed to over 60 around the world. Says Richard Fletcher, ESTETICA South Africa Publisher, "The successful culmination of our second edition is a direct result of the industry's thirst for visual and technical inspiration specific to the hair and beauty industry. With the growth and celebration of this market locally and internationally ESTETICA South Africa is providing the industry with a sophisticated, inspirational and glamorous publication that complements the recognition of this industry growth."

Cathryn Henderson, Managing Editor in South Africa, comments: "After communicating with key industry players, one area we particularly wanted to focus on was training and education. We realise that as the industry grows, and online training facilities open up a global arena of training resources, the unification of technical qualifications is vital for maintaining and improving standards."

With an editorial mix that includes interviews, catwalks, awards, trends, beauty and fashion, the second South Africa edition of ESTETICA, promises to indulge the industry, salon owners and stylists, as well as hair fashion-enthusiasts alike, with cutting edge trends and a visual emporium of inspiration. The launch edition realised a staggering first edition subscription response, which is expected to grow rapidly as the market gets access to ESTETICA South Africa. ESTETICA is also available through leading hair salons and CNA's nationwide.

For advertising opportunities, contact Lizel Jonker on 021 441 2500.

For editorial submissions, email the editor

For marketing and subscriptions, please contact Dylan Piatti on 021 4412500.

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